DOCUMENT RESUME

ED 087 920 CE 001 019

AUTHOR	Campbell, Broy S.
TITLE	A Guide to the Preparation of a Merchandise Information Manual.
INSTITUTION	Clemson Univ., S.C. Vocational Education Media Center.; South Carolina State Dept. of Education, Columbia. Office of Vocational Education.
PUB DATE	72
NOTE	70p.
EDRS PRICE	MF-$0.75 HC-$3.15
DESCRIPTORS	Business Education; *Distributive Education; Guides; High School Curriculum; Manuals; Marketing; *Merchandise Information; Merchandising; Student Developed Materials; *Student Projects; Vocational Education
IDENTIFIERS	South Carolina

ABSTRACT

The purpose of this project was to present a guide for students to follow in compiling product information and presenting it in the written form of a Merchandise Information Manual. A thirteen-page introduction includes such information as purposes, planning the manual, choosing the topic, rules and specifications, arrangement, footnote and bibliographic information, and a note to teachers. The rest of the document is a Merchandise Information Manual on sterling silver prepared by Nancy Timmerman, a distributive education student, and presented as an example for students preparing similar products. (SC)

A Guide to the Preparation of a Merchandise Information Manual

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

by

Broy S. Campbell
DE Coordinator
Greenwood High School

LE 001 015

A GUIDE TO THE PREPARATION OF A MERCHANDISE INFORMATION MANUAL

Developed by:

Mrs. Broy S. Campbell
Distributive Education Coordinator
Greenwood High School
Greenwood, South Carolina 29646

1972

In Cooperation With:

STATE DEPARTMENT OF EDUCATION
Office of Vocational Education
Distributive Education Section
Columbia, South Carolina 29201

VOCATIONAL EDUCATION MEDIA CENTER
Clemson University
Clemson, South Carolina 29631

PURPOSE

A Merchandise Information Manual is one of the competitive activities in which distributive education students should participate.

Stage fright often besets students at the thought of tackling the assignment of preparing a research manual. Therefore, the purpose of this project is to serve as a guide for students to follow in compiling product information and presenting it in written form.

INTRODUCTION

What is a research manual? Research is not a writing of your own opinion and observations, but is rather the assembling and interpreting of what has already been written on a given subject. A good research paper contains more fact than opinion. What opinion it does contain is that of your source, not yours. Your research paper should be original which is accomplished through the way in which you present the material and your choice of what to use and what not to use.

Some purposes of preparing a Merchandise Information Manual are listed below:

General Purposes

1. To give experience in research, selection and organization of information for practical use on a specific item of merchandise.
2. To provide others with an organized, thorough summary of information on a subject.
3. To provide a learning experience which will contribute to the students' vocational competence for careers in marketing, management and distribution.
4. To provide a co-curricular activity relating directly to classroom instruction.
5. To contribute to Distributive Education and its educational objectives.

Specific Purposes

1. To teach how and where to locate information quickly.
2. To teach how to organize thought.
3. To give the student an opportunity to compete with others and gain recognition for outstanding work.

PLANNING THE MERCHANDISE INFORMATION MANUAL

When a research manual is assigned, you are expected to work on it over a period of time. It may take weeks or even months to find and organize all the material you will need for an accurate, interesting report. The assignment will be made far enough in advance of the deadline to give you the necessary time. If you put it off until the last minute, your final report will reveal that you hurried. Awkward organization and careless writing will indicate a waste of time.

Below are some definite steps to follow in planning a Merchandise Information Manual:

1. Decide on a topic.
2. Plan a rough outline of your research manual.
3. Collect available resource sources.
4. Read helpful source material and take clear, accurate notes.
5. Revise your original outline.
6. Write your first draft.
7. Revise your first draft.
8. Organize footnotes, bibliography, and other mechanical sections.
9. Prepare your final draft.
10. Have someone proofread it for you.

Regardless of the topic, these steps never change. You will follow them as a student in high school and college as well as an adult during your business career or as a member of various organizations.

CHOOSING YOUR TOPIC

Your teacher may make some general suggestions about subjects you might choose depending on available sources and leave the final choice up to you. Since you will be working on this report for some time, you owe it to yourself to choose a topic in which you are genuinely interested. It might be a subject you already know a little about, but would like to know more, or it might be something brand new which arouses your curiosity.

SUGGESTED MERCHANDISE TOPICS

The range of merchandise topics from which you may choose is wide. Some suggestions are listed below:

Blouses

Men's Shirts

Sport Coats

Fruit

Toys

China

Sterling Silver

Glassware

Herbs and Spices

Handbags

Carpet

Cheese

Fiberglas Products

SPECIFICATIONS*

Entries will be carefully screened and those not meeting the specifications below will be disqualified before the judging begins:

1. Entry must be on a specific item of merchandise and not one brand or one material. Example: An entry on men's shirts would not be confined to just Van Heusen shirts or just nylon shirts.

2. Entry must be submitted on 8 1/2 x 11 paper in an official three-ring DECA notebook in unaltered form.

3. Manual must be typed.

4. Entry must be original and creative work of the individual student.

5. Both artwork and pictures will be acceptable as illustrations.

6. Student must decide whether or not to use sheet protectors.

   a. If sheet protectors are used:

      All material must be enclosed in sheet protectors; entry will be limited to no more than 50 sheet protectors; material may be presented on one side or both sides of sheet protectors.

   b. If sheet protectors are not used:

      No sheet protectors shall be used; entry will be limited to no more than 100 sheets of paper; material must be presented on one side of the sheet of paper only.

* Adapted from the Official Handbook of the Distributive Education Clubs of America, 6th revision, August, 1970

RULES FOR WRITING RESEARCH MANUALS

There are rules which one must follow when writing a research manual. They are as follows:

General Rules

1. Type
2. Use a ribbon that has two colors (use red for section headings and black for content)
3. Use white or colored paper for the whole manual (blue, yellow, green)
4. Use pictures (cut out, draw, traced)
5. Decide whether or not to use sheet protectors
6. Have an attention-getting title for the manual
7. Provide an explanation of Relationship to Occupational Goal
8. Include a Preface which clearly expresses the purpose of the manual
9. Have a complete, neat Table of Contents
10. Use actual photographs where possible
11. Use graphs (bar, line, circle) to illustrate points (where applicable)
12. Include charts, diagrams, maps or other technical illustrations. These are usually placed close to the part of the text they illustrate.
13. Place Footnote at the bottom of the page on which the borrowed passage ends. Indent each footnote and number consecutively throughout the manual. Reference numbers preceding the footnote may be raised or written on the line and followed by a period. (See example on page 11)
14. Arrange Bibliography in alphabetical order and attach at the end of paper. (See example on page 13)

Organization Rules

1. *Number pages without punctuation either at top of page or in the upper right-hand corner (first page of chapter - center at bottom).*

2. *Minor heading-flush with left margin; only first letter capitalized, underlined.*

3. *Margins*

   Left margin 1 1/2"

   Top, bottom and right margins 1"

   When using sheet protector or placing sheets back to back:
   Left side - right margin 1 1/2"
   Top, bottom and left margins 1"
   Right side - left margin 1 1/2"
   Right, top, bottom margins 1"

4. *Double space copy*

5. *Major heading centered (all capitals)*

6. *Between the text and footnotes there should be a space about three quarters of an inch, divided midway by a short line from the left margin*

7. *Double space between footnotes*

ARRANGEMENT OF INFORMATION

The material for a Merchandise Information Manual should follow this arrangement:

1. The first or title page must list the following:

   a. Title of Entry
   b. Name of Student
   c. Name of Chapter
   d. Name of School
   e. City and State
   f. "Merchandise Information Manual"
   g. Specific item of merchandise

2. Relationship to Occupation Goal

   The second page must provide an explanation (signed by the student and the teacher) showing the relationship of the entry to the student's occupational goal and/or his present cooperative on-the-job training.

3. Preface

   The purpose of the manual is expressed in the preface.

4. Table of Contents

   List each heading and indicate the page on which it begins.

5. Subject Coverage

   a. The information should be clear, concise, complete and usable.
   b. Include background information such as:

      (1) Importance and development
      (2) Manufacturing process
      (3) Technical terms
      (4) Descriptive adjectives

   c. Should contain merchandise information such as:

      (1) Materials
      (2) Construction
      (3) Care
      (4) Uses
      (5) Finishes
      (6) Brands
      (7) Selling points
      (8) Customer complaints
      (9) Special abilities
      (10) Skills and techniques

6. *Glossary*

   This is an alphabetical list of words pertaining to the product with which the reader may not be familiar. Definitions are included.

7. *Questions and Answers*

   This section contains questions or complaints which the reader or a customer may have. Hopefully, satisfactory answers accompany each.

8. *Bibliography*

   This is an alphabetical list by author or title of all sources used.

FOOTNOTES AND FOOTNOTE FORMS

1. Footnotes are placed at the bottom of the page on which the borrowed passage ends. Arabic numerals, slightly raised, are used in the text of the paper to denote the close of the borrowed passage.

2. The footnote numbers run consecutively (beginning with 1) throughout the manual.

3. The footnotes at the bottom of the page are given paragraph indentation.

4. The footnotes are single spaced with a double space between separate entries. This, of course, assumes that the body of the paper is double spaced.

5. Reference numbers preceding the footnote may be raised or written on the line and followed by a period.

6. Follow these footnote forms. Note that a model is given for every source you are likely to need--a book with one author; a book with two authors; a book with more than two authors; a magazine article; a newspaper article; a government document; an article from an encyclopedia.

a. Allien R. Russon, Business Behavior (3d ed.; Cincinnati: South-Western Publishing Company, 1964), pp. 99-100.

b. John W. Wingate and Carroll A. Nolan, Fundamentals of Selling (9th ed.; Cincinnati: South-Western Publishing Company, 1969), p. 49.

c. G. Henry Richert, et al., Retailing Principles and Practices (5th ed.; New York: Gregg Division/McGraw-Hill Book Company, 1968), pp. 113-116.

d. Margaret Gray, "Unchain the Chain Store," Display World, XCIX (September 1971), 28-55.

e. Robert G. Liming, "Billboard Measure Tentatively Okayed," The State, Sept. 23, 1971, sec. A, p. 1, col. 1.

f. U.S. Department of State, East-West Relations Act of 1966 (Commercial Policy Series 202; Washington: Government Printing Office, 1966), p. 14.

g. Sir Wilfred E. Le Gros Clark, "Prehistoric Types of Man," Encyclopedia Americana (1966), XVIII, 186.

7. The forms given above are correct for the first reference to a book. Subsequent references make use of the abbreviations Ibid. and op. cit.

a. Ibid. means "in the same place." It is used when material has been drawn from the same source as the immediately preceding material. If footnote 3 referred to Russon's book and footnote 4 referred to the same book, simply write

4. Ibid., p. 216

b. Op. cit. means "work cited." It is always accompanied by the author's last name (and the full name if you have two authors with the same last name). If in footnote 3 you referred to Pottle's book and, after intervening notes, want to refer to it again in footnote 9, you write simply

9. Pottle, op. cit., p. 42

This abbreviated form cannot be used for unsigned articles (you must have the author's name). It cannot be used if your manual uses two books by the same author. If you have either of these situations, your teacher will show you how to use a footnote form for these.

BIBLIOGRAPHY

The bibliography is an alphabetical arrangement of all your resource sources. Follow the model exactly which illustrates most of the problems that will arise.

Clark, Sir Wilfred E. Le Gros. "Prehistoric Types of Man." Encyclopedia Americana (1966) XVIII, 185-192.

Gray, Margaret. "Unchain the Chain Store." Display World, XCIX, (September 1971), 28-55.

Liming, Robert G. "Billboard Measures Tentatively Okayed." The State, September 23, 1971 sec. A, p. 1, col. 1.

Richert, G. Henry, et al. Retailing Principles and Practices, 5th ed. New York: Gregg Division/McGraw-Hill Book Company, 1968.

Russon, Allien R. Business Behavior, 3d ed. Cincinnati: South-Western Publishing Company, 1964.

U. S. Department of State. East-West Trade Relations Act of 1966 (Commercial Policy Series 202). Washington: Government Printing Office, 1966.

Wingate, John W., and Carroll A. Nolan. Fundamentals of Selling, 9th ed. Cincinnati: South-Western Publishing Company, 1969.

NOTE TO TEACHERS

In order to have available resource sources for students to use when doing Merchandise Information Manuals, it will be necessary to collect fugitive material constantly. Examples:

How to Sell Toys. New York: Toy Manufacturers of the U.S.A., 1958.

Story of Candy, The. Chicago: The National Confectioners Association.

The following texts are good reference sources:

Levy, Leon, et al. Nontextiles. New York: Pitman Publishing Company, 1968.

Logan, William B. and Helen M. Moon. Facts About Merchandise. Englewood Cliffs: Prentice-Hall, Inc., 1962.

Packer, Parry Q. and Louise S. Hitchcock. Merchandise Information for Successful Selling. New York: Prentice-Hall, Inc., 1951.

Wingate, Isabel B., et al Know Your Merchandise. New York: McGraw-Hall Book Company, 1964.

Following is a copy of a Merchandise Information Manual completed by a distributive education student. The manual will serve as an excellent example for a student who is preparing a similar product.

MERCHANDISE

INFORMATION

MANUAL

A. STERLING TO LIVE WITH

B. Nancy Timmerman

C. Greenwood High School
Chapter of DECA

D. Greenwood High School

E. Greenwood, South Carolina 29646

F. Merchandise Information Manual

G. Sterling Silver

RELATIONSHIP TO OCCUPATIONAL GOAL

I, Nancy Timmerman, chose to prepare my merchandise information manual on sterling silver because I plan to work in a speciality gift shop where I shall be advising and selling my customers silver, china, and crystal mainly. The more I know about the history, production, manufacture, decorating, classification, uses, care display, advertising and selling of this product, the better job I shall be able to do.

I have been employed by Self Hospital Soda Shop these past two year that I have been enrolled in distributive education. This job has given me much experience in selling both merchandise and service. Also, I have had the opportunity to handle, use and display the hospital's silver on many occasions.

One could not ask for a better avenue of preparation for her occupational goal.

Nancy Timmerman

Broy S. Campbell
D. E. Coordinator

PREFACE

An attempt has been made in this manual to give information on the history, production, classification, manufacture, decorating, care and selling of sterling silver. "Why use sterling for tableware and basic silverware with its uses?" are sections which should furnish the potential salesman with a store of knowledge on which he may need to call when making sales. Illustrations have been included on the display and advertising of this product.

It is hoped that the reader will find this piece of research interesting reading and a learning experience. The writer has enjoyed gathering and assembling this information. As a result, this young lady will do a better selling job in the future because she knows more about her product than before conducting this research.

TABLE OF CONTENTS

	Page
Title Page	1
Relationship to Occupational Goal	2
Preface	3
Table of Contents	4
Introduction	5
Historical Data on Sterling Silver	6
Production of Silver	8
Why Use Sterling for Tableware	9
Classification of Table Silver	11
Manufacture of Sterling Items	12
Decorating Silverware	15
Basic Silverware and Its Uses	17
Care of Silverware	18
Display and Advertising of Silverware	20
Illustrations	22
Advertisements	34
Selling Silverware	40
Conclusion	46
Glossary	47
Questions and Answers	49
Bibliography	52

INTRODUCTION

Considered by many to be the ideal gift, sterling silver has long commanded respect. The whitest of all metals, its luster almost approaches perfection. Is there any wonder, after thousands of years, that silver remains the preferred metal for use at the dinner table!

Sterling flatware is a precious possession. Made with matchless artistry, it is exquisite, durable, valuable and useful. If the design is intrinsically beautiful, the solid silver never becomes dated. Sterling never wears out--can't be used up--in fact, the more it is used, the lovelier it becomes. Every day use prevents tarnish and develops a soft, satiny luster.

It is a satisfactory possession, too, because one can buy it by the piece, the place setting or complete service in a chest. One may start with as little as she wishes and add to it through the years.

Sterling is a "nonvariable," appropriate for any occasion. It is always correct--whether used for breakfast, lunch, dinner, teas or buffet suppers.

HISTORICAL DATA ON STERLING SILVER

"Through discoveries of ancient silver ornaments and references to silver in the historical records, we have learned that the precious metal was known as far back as 4,000 B.C. and was regarded, for a time, as being more valuable than gold. The Greeks made silver jewelry--even silver battle shields--and the Romans were among the first to make general use of silver as money."[1]

During the Dark Ages, and for nearly 1,000 years, there was almost no silver work done except in the monasteries. With the coming of the Renaissance, however, silver appeared once more--first in Italy, where Cellini wrought his masterpiece, then in France and finally in England. Much of the silver was wrought into articles for churches. Wealthy families also graced their tables and homes with silver.

Very little Renaissance silver is left today, because it was melted down to be used as money during wars and times of depression. Museums have a few pieces showing the elaborate decorative art of that era.

In the sixteenth century, something happened that gave the silver ware business its first big impetus. Large mines were discovered in the Americas and fabulous amounts of metal poured into Europe, especially from the Spanish territories in the New World. For the first time in history, silver could be used in prodigious amounts and it was, particularly by the Spaniards, who used it to decorate tables and chests, chimney fixtures and even saddles.

In our own country, the craft of the silversmiths was one of the first to be established--and it has remained, through the years, an

---

[1]William B. Logan and Helen M. Moon, Facts About Merchandise (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1962), p. 164. Reprinted with permission.

important expression of the American spirit. Much of the silver produced before 1830 fell to the same fate as Renaissance silver in Europe; it was melted down to make money during periods of national emergency. Many pre-Civil War pieces remain, such as standing cups, beakers, tankards, baptismal basins, chalices, thimbles, spoons and other table pieces. Two basic styles prevailed: the simple, plain design influenced by Puritanism and the more elaborate, imitating English patterns. Many of those early designs were so beautiful that they are still being copied and are favorites with people today.

PRODUCTION OF SILVER

Mexico has been known for its silver mines for many centuries. Twenty-eight years after Columbus discovered America, Cortez conquered Mexico and found cities rich with silver that the Aztecs had mined.

The Comstock lode in Nevada, discovered in 1859, is probably the greatest single silver vein ever known. This mine has yielded as much as $6,000,000 worth of silver in a single month.

About three fourths of the world's production of silver today comes from North and South America. Silver mines are located in eighteen states in the United States; however, Utah, Montana, Idaho, Colorado, Nevada and Arizona are outstanding producers. Mexico produces almost forty per cent; the United States, twenty five per cent; Canada, nine per cent; and Peru, eight per cent. The rest of the world's supply comes from Africa, Asia, India and Australia.

WHY USE STERLING FOR TABLEWARE

Sterling silver has superior qualities not found in other metals. It adjusts instantly to temperature changes. This makes it friendly to hand and mouth. Sterling does not give off substances which affect the taste of or stain foods. These are ideal qualities for so personal a function as eating.

"Sterling is an alloy made up of 925 parts silver and 75 parts pure copper. This combination of metals accounts for sterling's hardness; also, its luminous and brilliant reflective quality which no other metal can duplicate."[2] Sterling "works" easily in a great variety of methods. It can be given beautiful textures for contrast and has a natural rich oxidation which is used to accentuate design and form. Despite its extreme durability, sterling gives the impression of warmth and sensuous softness, which is more appropriate even than gold or platinum for the subtle elegance of fine tableware. When used constantly, sterling silver acquires a soft lustre finish known as the "patina" that gains in beauty year after year, much as in fine old mahogany and beautiful leathers.

Sterling has been a symbol of correctness, of good taste, of the genuine best for centuries. The word Sterling itself stands for honesty and integrity. The name comes from the English in the twelfth century who referred to the Germanic traders who came to their ports from the East as "easterlings." The coins these "easterlings" brought to England were of unusually fine quality, and they were knows as "easterling coins." Later this word, through usage, was shorted to "sterling" and came to signify a standard for quality in silver.

---

[2] All About Sterling (Newburyport, Massachusetts: Towle Silversmiths, 1955), p. 1.

One hundred per cent silver is too soft to be practical; therefore, it is mixed with a small amount of copper to give it strength. The practice of mixing silver with copper originated in England. During the reign of Queen Elizabeth in 1560, the sterling standard of 925 parts pure silver out of 1,000 parts and 75 parts base metal, usually copper, was established. It is usually referred to as being 92 1/2 per cent silver and 7 1/2 per cent copper. The official stamp placed on a piece of silver to indicate its purity is known as a hallmark. Manufacturers stamp their own trademark or name on the silver product, together with the word sterling or its symbol.

"In 1906 the United States passed a law stating that articles stamped sterling must be 925 parts pure silver and 75 parts copper. Great Britain and Canada have the same standard."[3]

Articles made of sterling can vary greatly in quality as well as in price--not because of any variation in the sterling itself, but because of thickness or thinness of the article. Since silver is to malleable, manufacturers make inexpensive sterling articles very thin.

Although these articles are attractive, they will dent or break rather easily. The durability of sterling depends on the thickness of the articles--the thicker the sterling, the more durable the article.

---

[3]Isabel B. Wingate, et al., Know Your Merchandise (New York: Gregg Division/McGraw-Hill Book Company, 1964), p. 600. Reprinted with permission.

CLASSIFICATION OF TABLE SILVER

Table silver is in two forms:

1. Flatware, which includes knives, forks, spoons, and table service.

2. Hollowware, which includes dishes, water pitchers, sugar and creamer, vases, bowls and candlesticks.

MANUFACTURE OF STERLING ITEMS

Between the drawing board and the dinner table, there is a series of operations demanding the greatest skill of about sixty specialized craftsmen. The creation of a design for a flatware service may take many years with countless preliminary sketches before it is accepted.

The manufacturing of flatware is described in the following steps:

1. A series of 3-dimensional models are made.

2. The silver blanks, consisting of 925 parts silver and 75 parts copper in the correct thickness or gauge for the pieces to be produced, are placed in a punch press, which cuts the silver to shape the outline.

3. It then goes through a rolling process, which forms the actual thickness of the piece throughout the cut blank.

4. The decoration is stamped in with two swift blows from a thousand-pound hammer. The dies in the hammer are made of highly skilled die sinkers who design the pattern in the die and cut the machined steel that makes up the die.

5. The rough edges are removed on a belt grinder in the grinding department.

6. A series of hand operations put on the finishings.

7. Polishing on cotton-wheeled buffers brings out the soft luster of the metal.

8. Oxidation, a method of aging new silver to lend certain darks to the surface, follows if the pattern requires it.

9. Special liquid formulas are applied to give contrast and strong accent to the raised surface.

10. After a steam bath and a dry bath (sawdust process of drying), it receives its final inspection and weighing.[4]

---

[4]Logan, op. cit., pp. 167-68.

Knife handles are "hollow" in most sterling flatware. The handle is stamped in two separate halves, which are then rounded and soldered together. The forged, stainless steel or sterling-silver blade is anchored in place by soldering.

Sterling silver flatware is usually in four weights. Marked on the backs of the handles, these weights are known as T-trade, which is the lightest; M or R, medium or regular; 1^{+}, heavy and x + 1, extra heavy. A manufacturer may make different patterns in different weights. The heavier weights are more expensive but last much longer.

Bowls, trays, plates, bonbon dishes, coffee pots, vases and other hollowware items may be made entirely by hand, or mass production manufacturing methods may be used. Since hollowware items do not have to be used as often as flatware, and since they do not need to be as strong as flatware items, the machinery to make them is less costly.

One of the following processes is used in making hollowware:

1. Spinning Process. The silver blanks, in the form of circles, are placed on spinning lathes with the aid of a wooden shape called a chuck. The silver disks are stretched as they rotate on the chucks. This stretching process requires great skill, for the workman must use a large tool and the weight of his body to cause the silver blank to form on the chuck. After the piece has been spun into final shape, it is passed on to the silversmith department, where it is assembled; that is, the spouts, handles, etc. are soldered in their respective places. It finally passes through the finishing, polishing, and inspections.

2. Stamping Process. The silver blanks are stamped into shape by huge dies that exert great pressure on the metal, forcing it into the desired shape. This process is used for pieces having unusual contours,

such as spouts for teapots. It is also used when making plates, bowls, creamers, sugar bowls, dishes and parts of candlesticks in large quantity.

3. Casting Process. Casting is done for complicated shapes, such as trophies, fancy borders, and handles. The silver is melted and poured into a mold.[5]

After the article has been shaped, edges rounded, turned under, or reinforced with a simple or ornate border, and the handles joined, the metal is cleaned and polished.

Lightweight sterling hollowware items may have a weighted base. This is formed by making the bottom of the item in a hollow shell-like form, then filling it with cement or pitch. This makes the article feel much heavier and also gives it a sturdy base. Weighted articles must always be stamped weighted or reinforced. Heavy-gauge sterling articles do not need to be weighted.

The price of sterling hollowware depends on the thickness of the sterling used, the size of the article, the workmanship and type of ornamentation.

---

[5] Ibid., p. 168

DECORATING SILVERWARE

Since silver scratches rather easily, most manufacturers like to put some design on the silver, because this prevents the scratches from showing so noticeably. When a customer does purchase perfectly plain silverware, she often has a monogram engraved on the silver to give it a decorative surface and to prevent small scratches from showing so plainly.

Since the method of applying the design noticeably affects the price of the ware, it is important that the salesperson be acquainted with the methods used. Designs applied by hand require skilled workers and many man-hours of tedious, exacting artistic work. Even machine-made designs, if well and attractively done, require skill and much handwork in setting up the dies preparatory to stamping the design on the ware.

Some familiar methods of applying designs on metal products are described below:

1. Chasing. A decoration done by hand with small tools and punches. When the design is punched into a flat surface, it is called flat chasing. When the design is brought up in high relief by punching out the metal from the inside, it is called repousse or raised chasing.[6]

2. Embossing or Stamping. The design is first carefully engraved on steel plates or dies. These are placed in huge machines where tremendous pressure forces the pattern onto the object. Any metal may be given a design in this manner, but the softer metals take deeper, more attractive impressions. This is the process by which most flatware designs are applied.[7]

---

[6]Leon Levy, et al., Nontextiles (New York: Pitman Publishing Company, 1968), p. 163.

[7]Wingate, op. cit., p. 168

3. Engraving. A hand decoration that is produced by cutting into the metal's surface by means of sharp pointed tools which gouge out the metal. Engraved designs may be applied at the factory, or the customer may have initials, coat of arms, or other insignia engraved on the item. Paper-thin sterling should not be engraved, for the sharp tools may scrape right through the silver.

4. Etching. A form of chemical engraving. The silver is covered with a protective coating through which a design is cut. The article is then placed in nitric acid, which eats into the exposed parts of the silver, creating the design. This method of decorating is infrequently used today.

5. Finish. Silverware can also be made attractive through the use of the bright finish or the Butler finish. The bright finish gives silverware a highly polished, mirrorlike surface achieved by polishing the metal with brushes and buffing wheels. The main disadvantage of this highly polished surface is that tiny scratches will subsequently make it dull. The Butler finish gives the silverware a beautiful sheen rather than a polished appearance. In the factory this finish is applied by means of revolving brushes that scratch the surface. Oxidizing, another finish, is a method used to bring out the beauty of the design by darkening parts of the metal. The patina finish is only acquired through use.

BASIC SILVERWARE AND ITS USES

It is important that the salesperson know the names and uses of all the basic silverware. Customers often want to know how certain pieces of flatware should be used and what their proper names are.

*Dinner Knife. A large knife that is used for the main course in a meal.

*Dinner Fork. A fork with long tines that is used for the main course.

*Teaspoon. Regular-sized spoon with an oval bowl.

*Salad Fork. Used for salads, pastry and dessert. Has shorter tines than the thinner fork. Usually has one wide tine for cutting.

*Soup Spoon. Has a rounded bowl.

*Butter Spreader. Serves to spread butter or cheese.

*Iced-Beverage Spoon. A long handled spoon for iced tea, iced coffee and parfaits.

*Coffee Spoon. Small spoon for after-dinner coffee.

*Steak Knife. A steel bladed knife designed to cut steaks and chops.

*Cocktail Fork. For oysters, shrimp, or fresh fruit cocktails.

CARE OF SILVERWARE

The best routine for the care of sterling is simply this ... use often, wash promptly after use, rinse and dry carefully, polish when necessary, store away from the air. Sterling may be used every day at every meal and it will grow more and more beautiful. Chemicals stain sterling so it is important to protect it from harmful chemicals in the air, in food and in hard water.

1. Storage. Silver should be stored in a clean dry place, either in flannel rolls, a chest lined with tarnish-preventing cloth, or a similarly treated buffet drawer. Keep it out of contact with salt, anything made of rubber, or harmful effects of the sulfur in the air.

2. Washing. Silver should be washed immediately after each use in hot, soapy water and rinsed in clean hot water. Dry each piece thoroughly to avoid spotting. Flatware should be washed a few pieces at a time to minimize scratching and dry while warm. When using an automatic dishwasher, care should be taken to see that flatware is stacked correctly, handles down, so that all sides are exposed.

3. Rotate pieces in use so that all will acquire the same patina, that lovely mellow lustre that sterling acquires with use. This keeps the complete service bright.

4. Tarnish. Fruit juices, ordinary acids and foods do not discolor silver. It is subject, however, to discoloration by sulfur which may be present in the air, in eggs, in rubber and some other materials. This discoloration is known as tarnish and is considered the only real

objection to silver. Tarnish, while it does detract from the appearance of the silver until it is removed, has not really harmed the silver article. A chemical reaction takes place between the silver and the sulfur causing the formation of silver sulfide, a brown discoloration that leaves a stained appearance. Tarnish is easily rubbed off with any good silver polish and a soft cloth. It should then be washed and dried thoroughly. Tarnishing can be kept to a minimum by using the silverware often, washing it soon after contact with foods containing sulfur and by storing in a good chest.

5. Polish. It is recommended that silver be polished at least once a month with a liquid or cream polish prepared especially for silver. Polish should be applied with a lengthwise instead of a circular or crosswise motion. After the surface is brightened, it should be washed in hot sudsy water, rinsed in clean hot water, and dried with a soft flannel cloth or a chamois.

6. Scratches should not cause worry. Actually, the scratches increase the beauty of the silver by giving it a highly desirable patina.

Briefly, the simple routine for the care of sterling is simply this . . . Use. Wash carefully and dry well. Polish when necessary. Store away from the air.

DISPLAY AND ADVERTISING OF SILVERWARE

"A well dusted and attractively displayed silver case is one of the best selling advantages a salesman has. The counter and showcase displays tied up with the window displays also promote good selling, and alertness in showing the customer the very pieces that are being featured is an intrinsic part of good selling."[8]

Since display of silver items in a store helps to sell them and illustrates their proper use in a home, every salesperson needs to know the general rules for placing flatware items on the table.

These are:

1. Knives and spoons go to the right of the plate and forks are placed on the left. The oyster fork, however, when not served on the plate is placed at the extreme right of the knives and spoons.

2. All knives, forks and spoons are placed with the handles even one inch from the edge of the table. The cutting edge of the knife should be placed toward the plate.

3. All flatware items are placed in the order in which they will be used from the outside going toward the plate.

4. It is preferable not to place more than three pieces of silver on either side of a plate. If more pieces are needed, they may be brought in at the time of serving.

5. Butter spreaders when used are usually placed on or near the butter dish, which is at the upper left above the dinner plate.

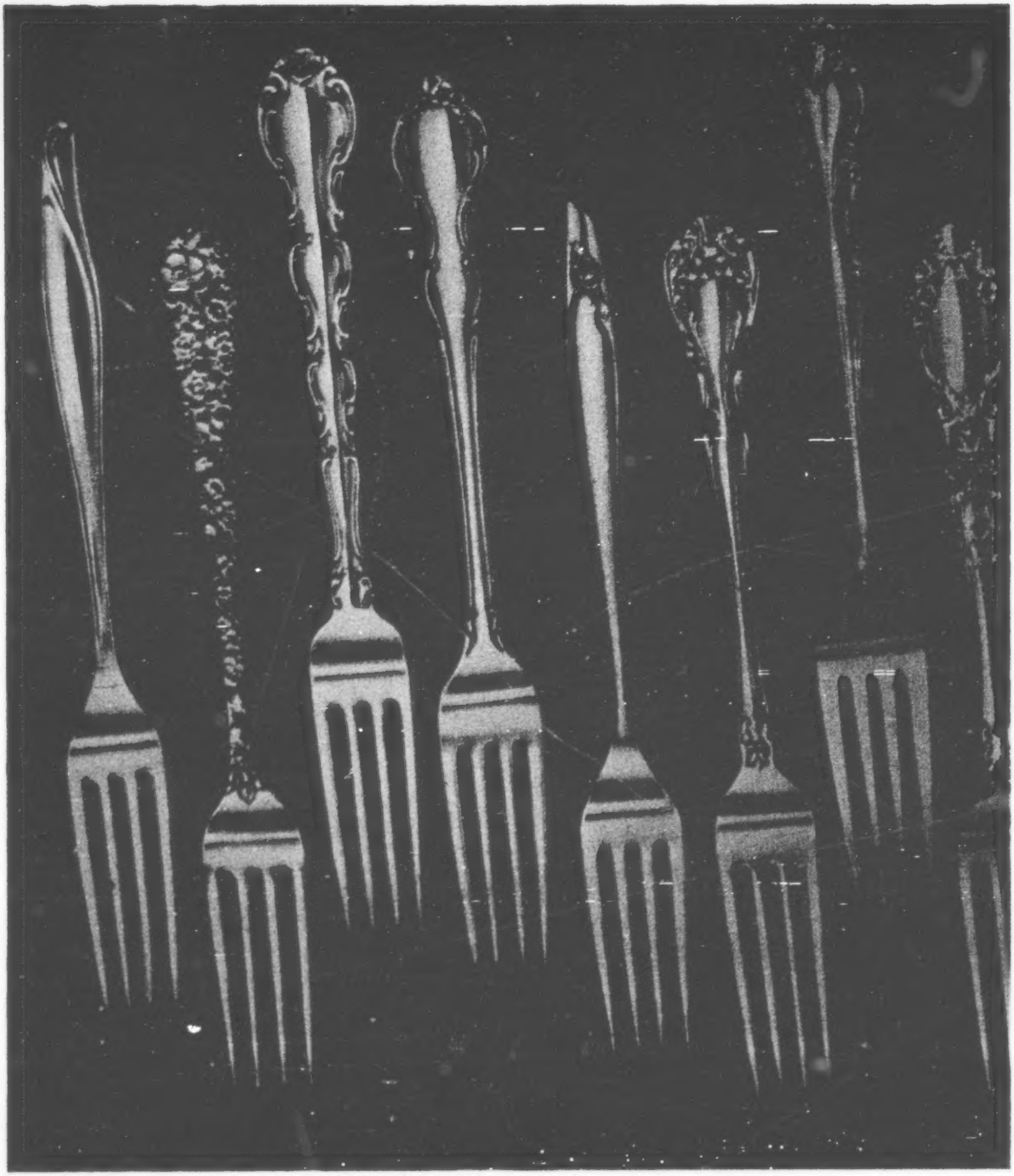
---

[8]Salient Points for Selling Manchester Sterling (Providence, Rhode Island: Manchester Silver Company).

6. Serving pieces may be placed on or near the dishes with which they will be used.

The next several pages of this manual contain advertisements which appeared in newspapers as well as pictures of a number of silver patterns by various companies. Both flatware and hollowware items are shown.

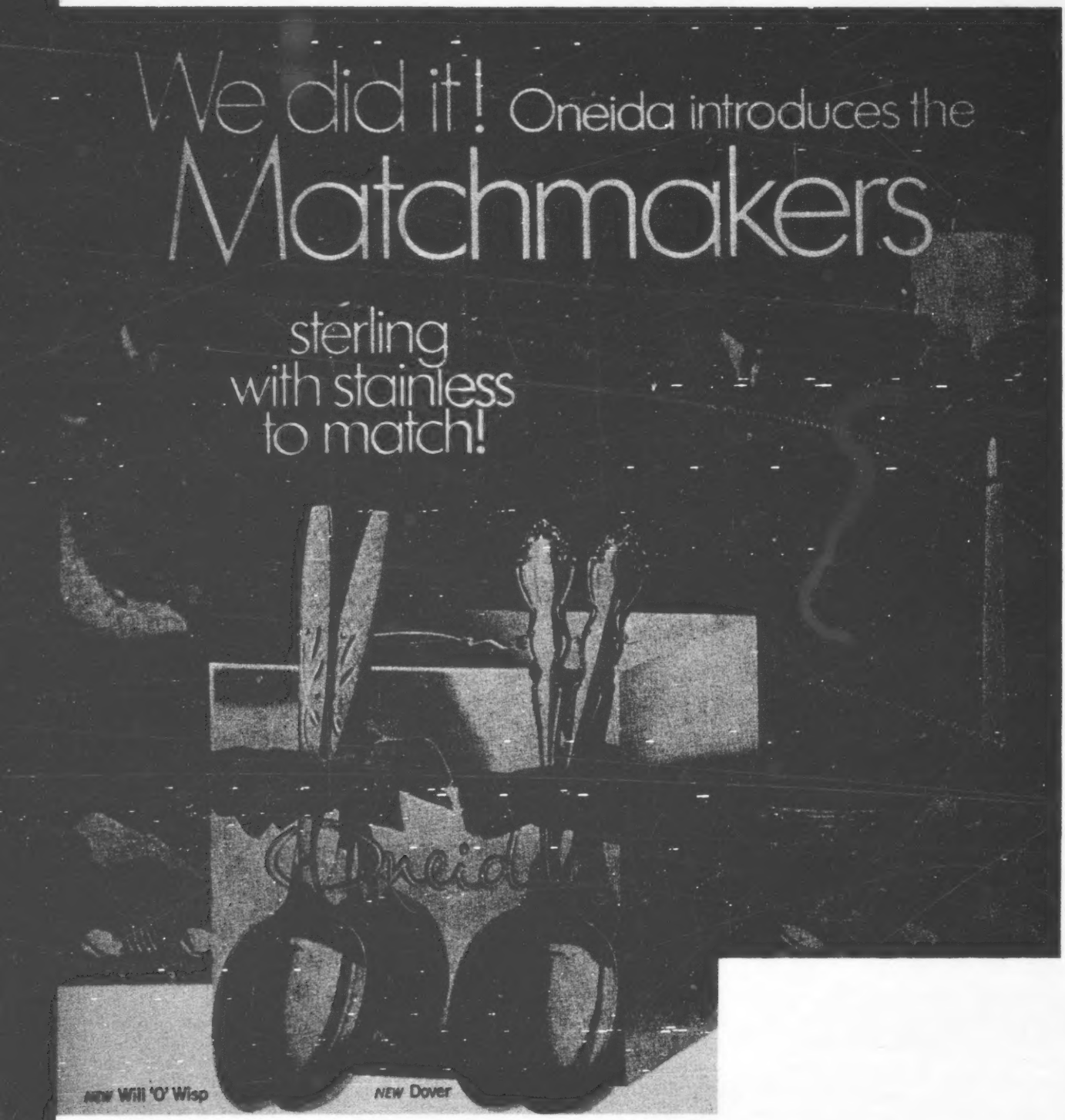
ORIGINAL ALVIN STERLING DESIGNS



NOTE: A magazine advertisement appeared here.

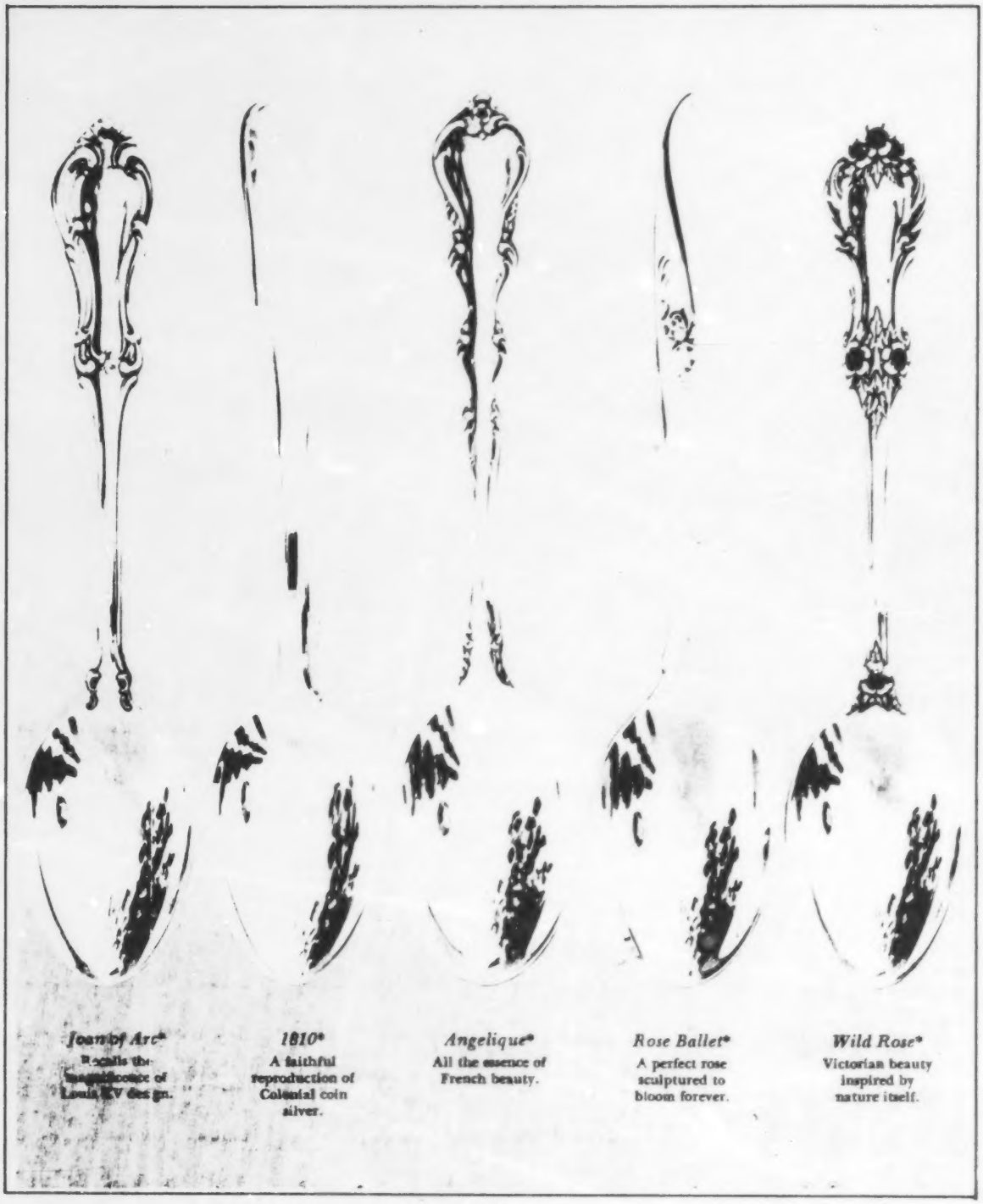
GREAT STERLING PATTERNS FROM THE REED & BARTON COLLECTION

NOTE: A brochure for Reed & Barton Sterling appeared on this page.



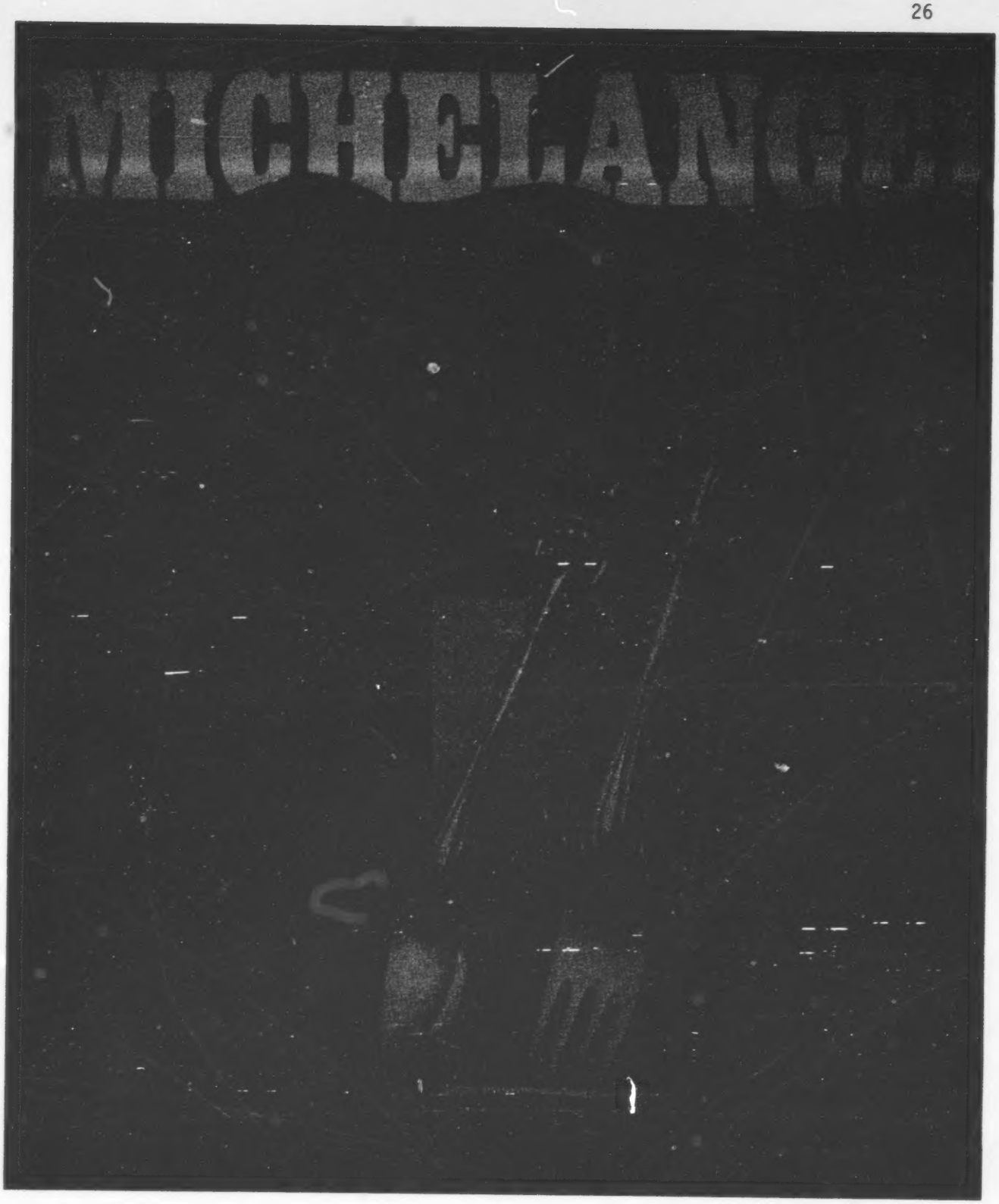
Choose one of the stunning new Matchmakers patterns--contemporary Will 'O' Wisp or classic Dover. Start with as many pieces in sterling as you can afford. Enjoy them by filling in with fabulous Onedia look-alikes in stainless.

NOTE: A magazine advertisement appeared on this page.


Joan of Arc
Recalls the magnificence of Louis XV design.
1810
A faithful reproduction of Colonial coin silver.
Angelique
All the essence of French beauty.
Rose Ballet
A perfect rose sculptured to bloom forever.
Wild Rose
Victorian beauty inspired by nature itself.

INTERNATIONAL STERLING PATTERNS

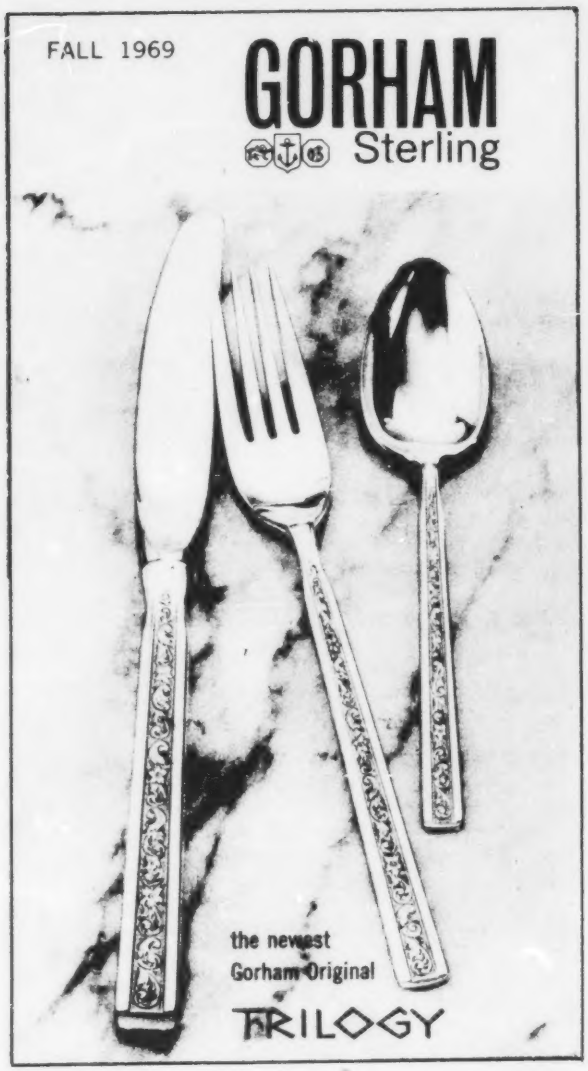
NOTE: Brochure for International Sterling appeared on this page.



Michelangelo comes in luxurious sterling as well as carefree stainless. Bring out Michelangelo in sterling for those special candlelight-and-wine occasions.

NOTE: A magazine advertisement appeared on this page.

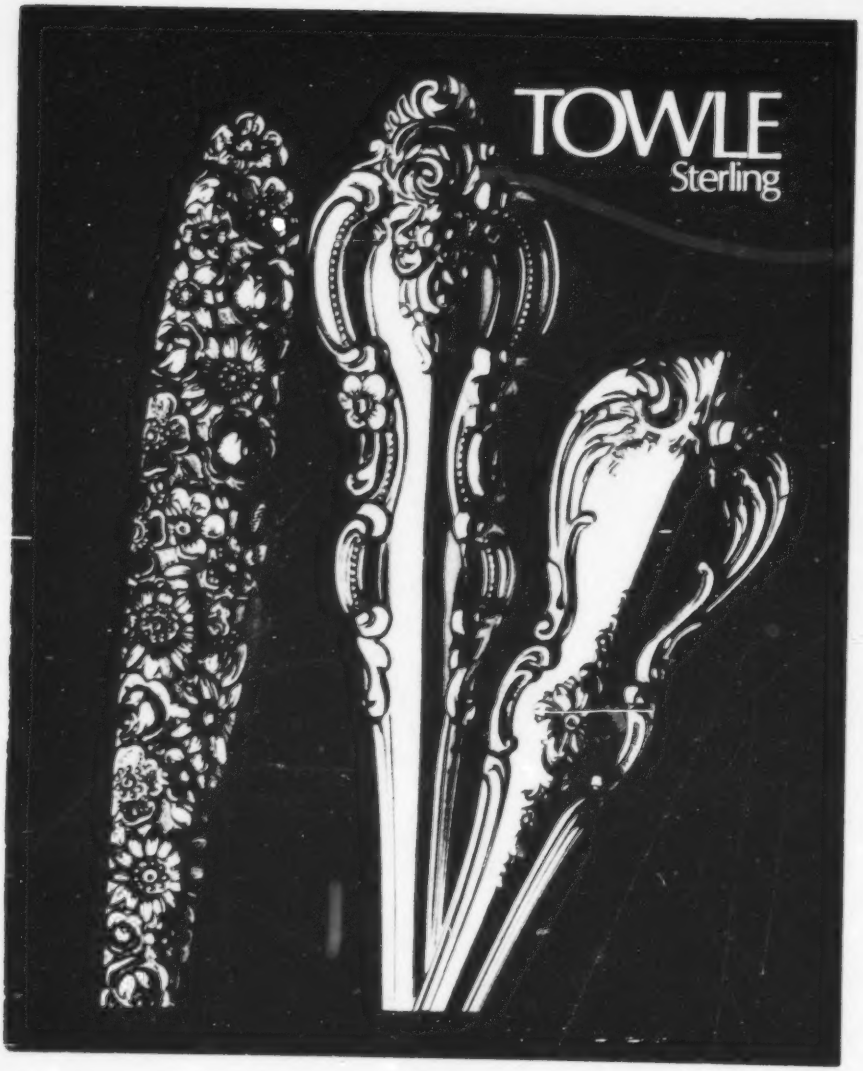
GORHAM PATTERNS



NOTE: A silver brochure from Gorham Silver was attached to this page.

KIRK STERLING

TOWLE STERLING



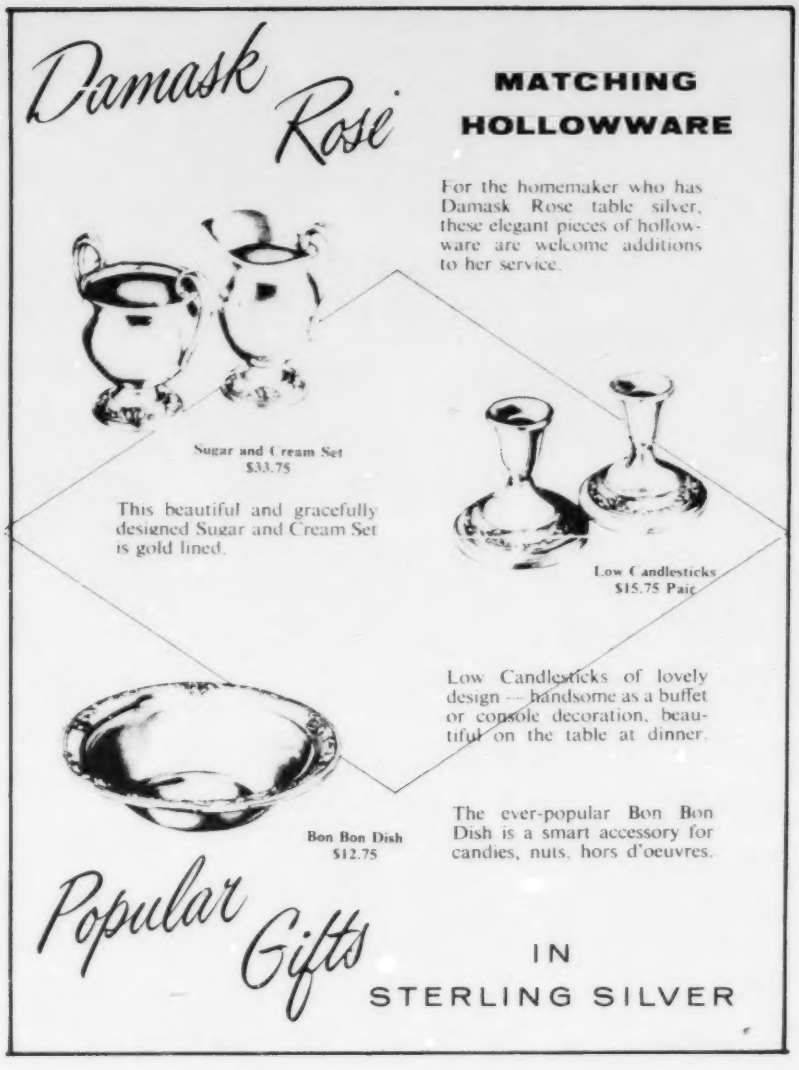
STERLING SILVER

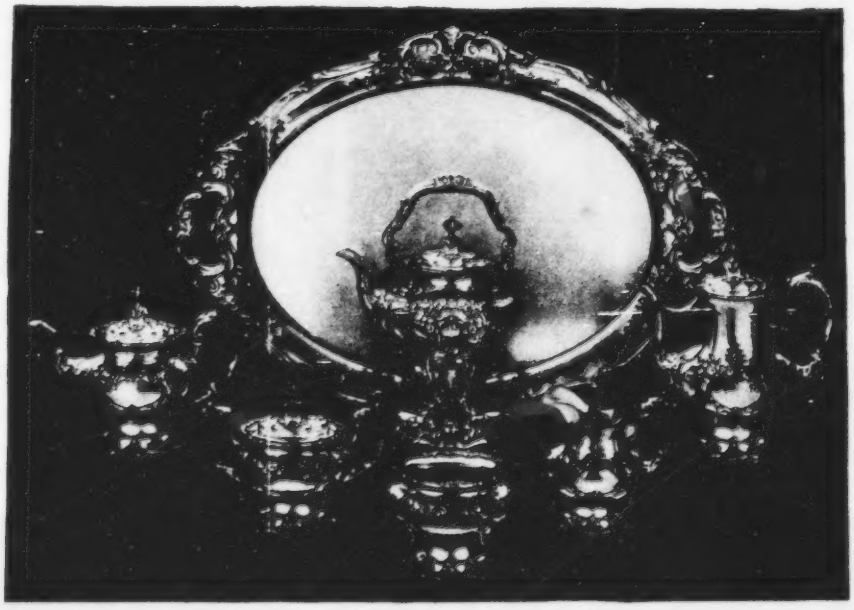
HOLLOWWARE

ITEMS

BY

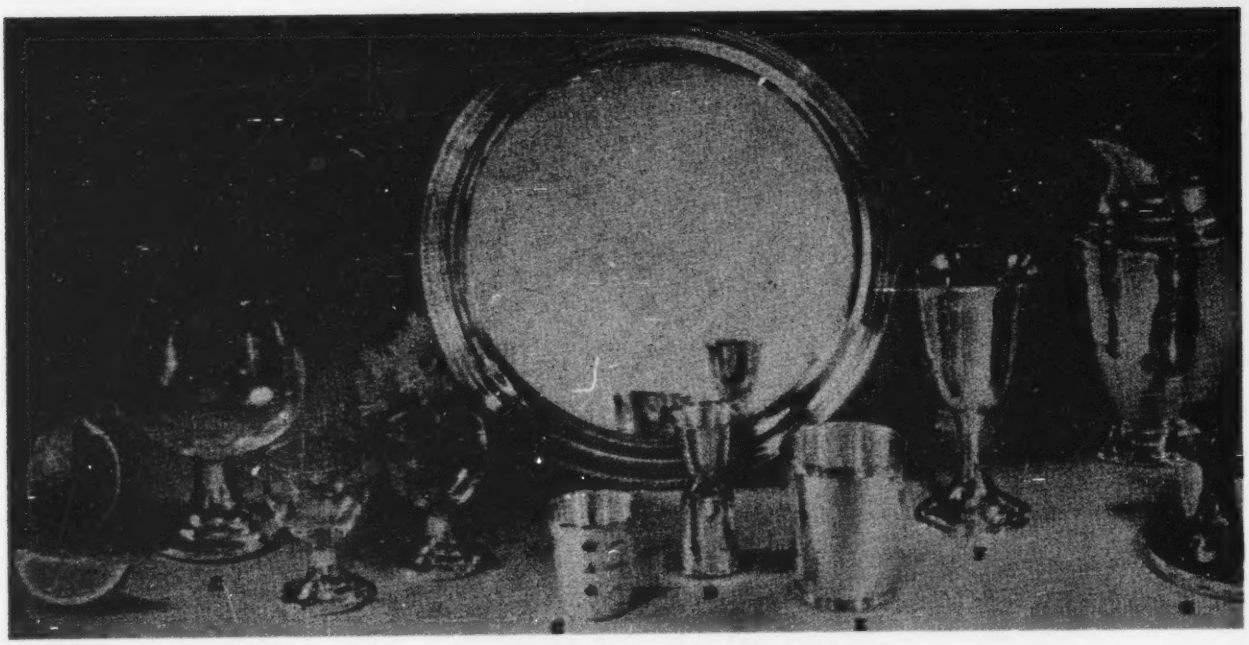
ONEIDA


Damask Rose
MATCHING HOLLOWWARE
For the homemaker who has Damask Rose table silver, these elegant pieces of hollowware are welcome additions to her service.
Sugar and Cream Set
$33.75
This beautiful and gracefully designed Sugar and Cream Set is gold lined.
Low Candlesticks
$15.75 Pair
Low Candlesticks of lovely design — handsome as a buffet or console decoration, beautiful on the table at dinner.
Bon Bon Dish
$12.75
The ever-popular Bon Bon Dish is a smart accessory for candies, nuts, hors d'oeuvres.
Popular Gifts
IN
STERLING SILVER

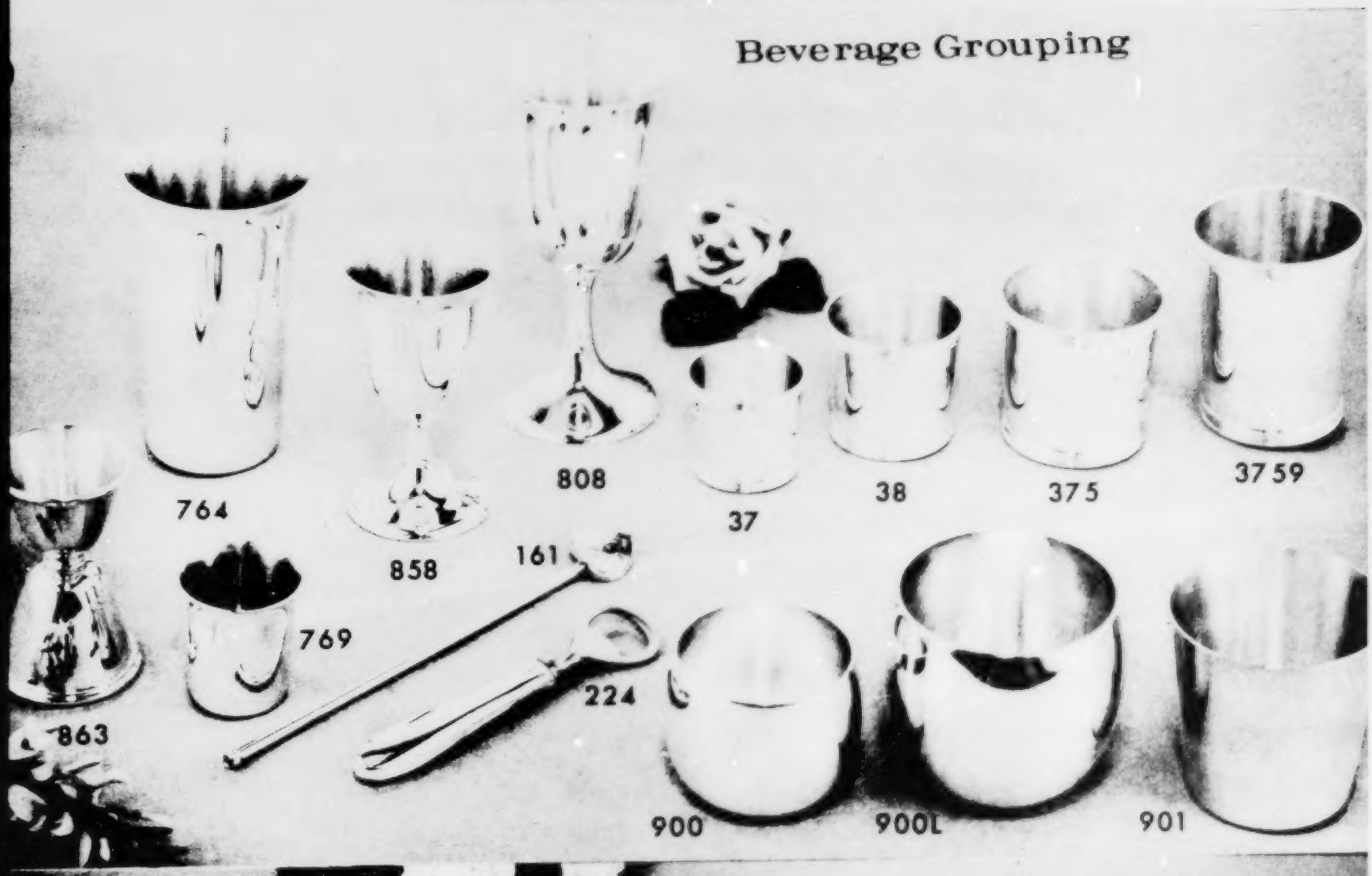


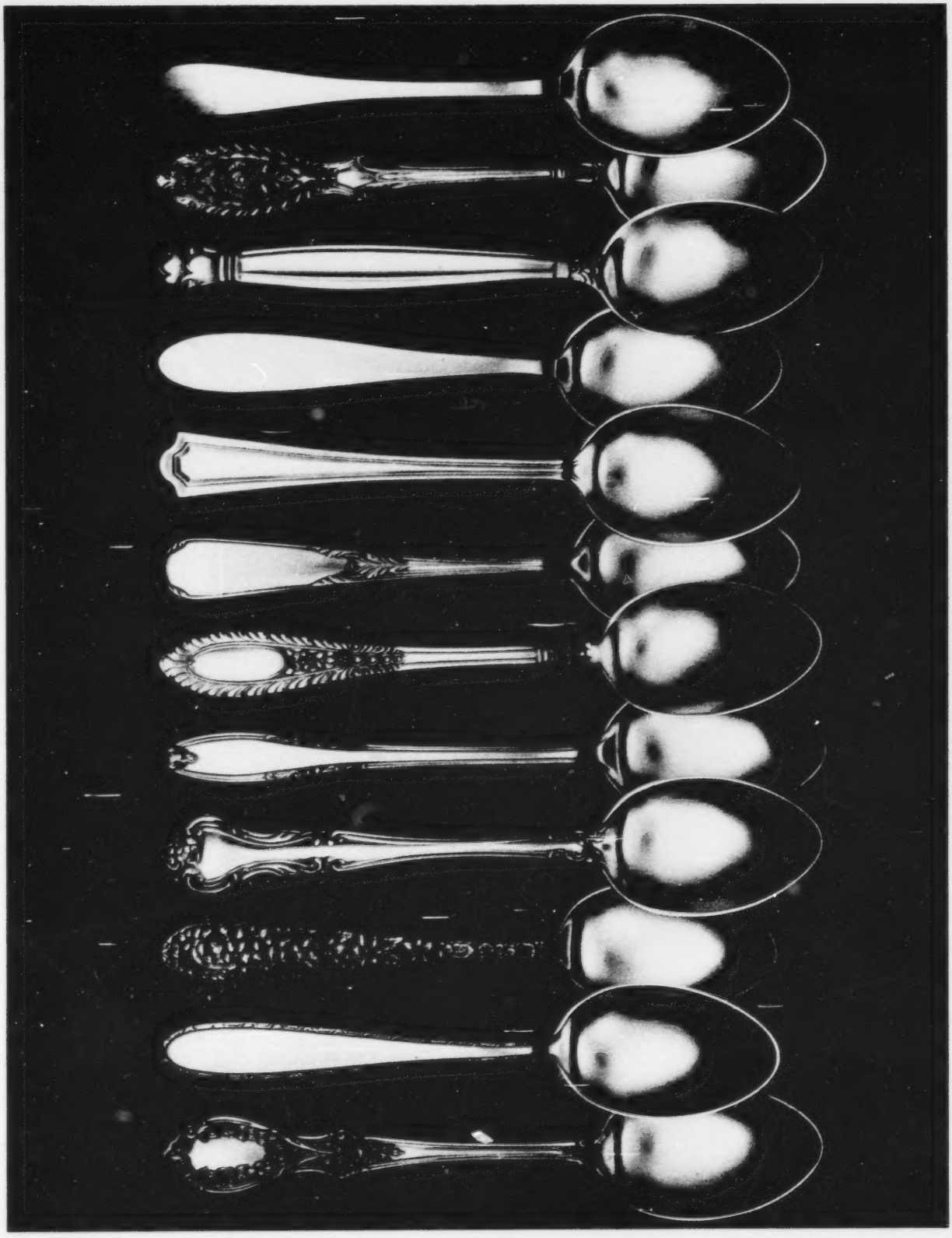
THE FRANCIS FIRST STERLING SILVER BY REED & BARTON

ALVIN STERLING



STERLING HOLLOWWARE BY MANCHESTER

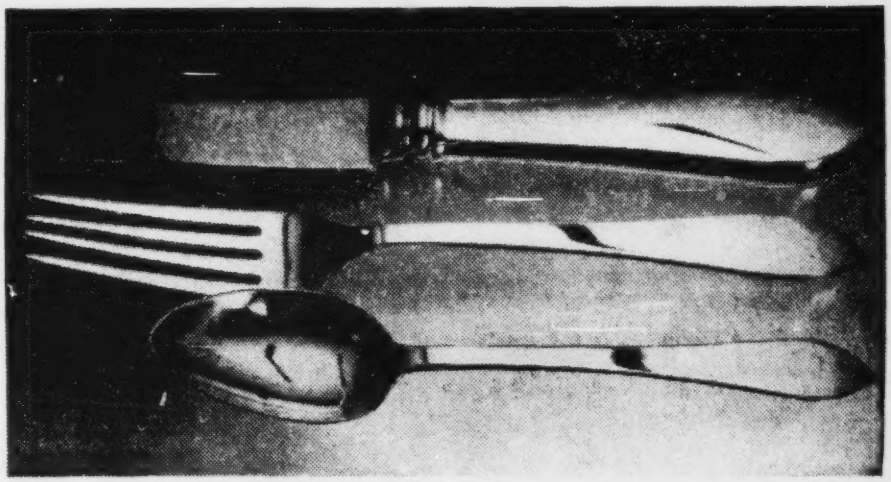




NEWSPAPER ADVERTISEMENT

"QUALITY BEYOND THE CONVENTIONAL"

For The Bride
From Her Family



A Tiffany Sterling flatware service has been the traditional bridal present for generations. Our 22 exclusive patterns are famous for their superior design, craftsmanship and weight. Faneuil pattern shown, 30-piece service (five-piece place setting) for six, $288. Illustrated price list available.

Smithwick Jewelers

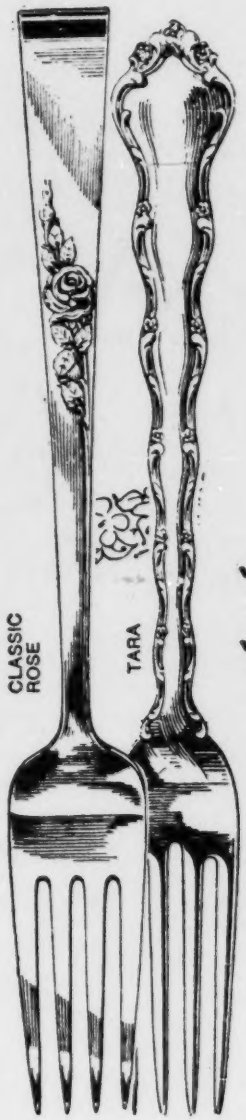
203 N. MAIN ST. 232-6468

NEWSPAPER ADVERTISEMENT

"QUALITY BEYOND THE CONVENTIONAL"

LAST 3 DAYS

THURSDAY - FRIDAY - SATURDAY



STERLING SILVER

at

1/4 off

"Classic Rose" and "Tara"

Limited time offer! Two of Reed & Barton's most popular and best-loved sterling patterns — "Classic Rose" and "Tara" are now on sale at 25% off regular prices. *Every piece made* in both patterns is included in the offer. Now's the time to get those extra place settings or serving pieces . . . or to start your sterling service at these *first time ever* savings!

Smithwick Jewelers

203 N. MAIN ST. , **232-6468**

IVEY'S

Repeated by popular demand. . .

GORHAM'S FAMOUS

STERLING TRADE-IN

Don't you wish you could trade your present sterling pattern for your favorite Gorham design!

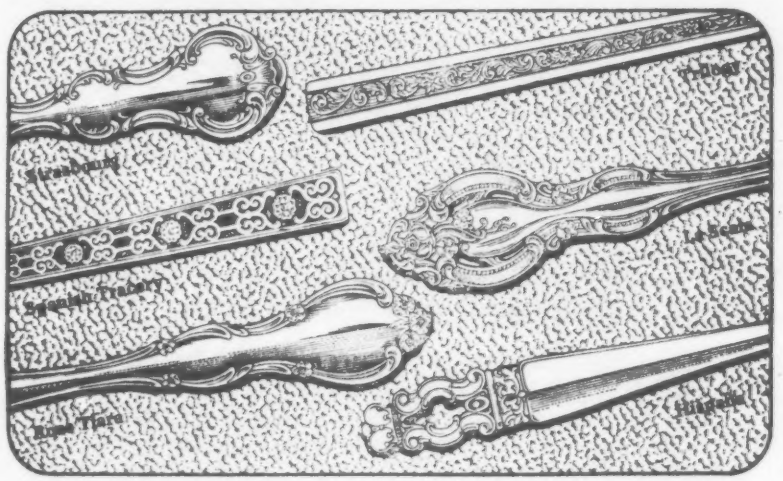
YOU CAN!

If you have fallen out of love with the sterling pattern you now have, we'll replace it piece for piece or with an equivalent piece in the Gorham Sterling design of your choice and you pay only 50% of the regular open stock piece.

Just bring in the sterling you now own, regardless of brand, age, weight, or monogramming, and select your favorite from any of 23 Gorham Sterling designs. But hurry, offer ends soon!

GORHAM Sterling

FOR A LIMITED TIME ONLY!

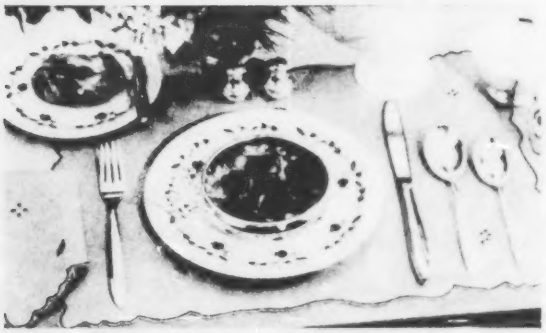


"A CHANCE TO SAVE MONEY"

BUY
THREE
GET ONE
FREE
International
Sterling
Choice of nine basic place setting pieces. Buy each piece in units of three and get fourth free. Shown are only 5 patterns from our collection of 15 magnificent International designs.
· All Ivey's
Silver — Downtown & McAlister Square

FOR DINNER...In a rich dignified setting, the spendor of sterling compliments your guests in the grand manner.

FOR BUFFETS...Planned for casual entertaining, the informal array of solid silver is rich and impressive...especially in the soft glow of candlelight.



FOR BREAKFAST...The radiant glow of sterling makes even the most spartan breakfast look more appetizing and taste-tempting.

FOR LUNCHEON...With painted pottery or finest china, shining sterling lends distinction to the table and mirrors gracious hospitality.

FOR BRUNCH...A delightful "tween" meal when the presence of sterling transforms the table into a setting of radiant loveliness.

SELLING SILVERWARE

Young hostesses entertain more often and more casually today than in the past. The table will be set simply, and this simplicity usually emphasizes the beauty of the family silverware. Knowing this, the young hostess will do much planning and shopping before she buys her silverware.

Silverware is sold in place settings, sets, or by individual pieces.

The place setting plan enables the hostess to start her silver collection on a limited budget. A place setting is service for one person. The basic place setting consists of one of each of the following: knife, fork, teaspoon, salad fork, soup spoon, butter spreader.

The advantages of purchasing place settings are that the initial investment is small, only what is needed for use is purchased, and additional place settings of the same design can be purchased at any future time.

When selling place settings, the salesman must point out that various service pieces will also be needed. These include table serving spoons, sugar spoon and a butter serving knife. Also, a second teaspoon could be purchased for each setting.

The customer should also be aware that individual items can always be purchased from open stock and that open stock is maintained for all patterns.

A set is a complete service for a certain number of people. There are starter sets (service for four), medium sets (service for eight), and regular sets (service for twelve).

A starter set for four consists of:

8 teaspoons	4 spreaders
4 knives	2 table or serving spoons
4 forks	1 sugar spoon
4 salad or pastry forks	1 butter serving knife
4 soup spoons	1 gravy ladle
	1 buffet fork

The number of pieces that come with a set varies with the manufacturer. Some services for eight or twelve might include such pieces as oyster forks, pie servers, a lemon fork and steak knives.

An advantage of purchasing a complete service is that it is less expensive than purchasing individual place settings and service pieces.

The salesman must realize that the only way to sell silverware is through his customer's eyes. The customer buys these benefits:

1. Beauty. Sterling flatware and hollowware have a unique warmth and lustre whether highly decorative, plain, or in patterns in which decoration and plain surfaces are balanced.

2. Quality. The word sterling represents a standard of purity in silver and is readily recognized by the official stamp of hallmark--Sterling.

3. Ease of care. Sterling is easy to care for. It requires only hot, soapy water to clean it when it is used regularly. When it becomes dull or tarnished from lack of use, it can be polished with a soft cloth and liquid or cream polish.

4. Heirloom. Sterling silver is a permanent possession. It does not wear out. The more that sterling is used, the more beautiful it becomes. It takes on the patina finish with use--that soft, lustrous

finish that comes naturally to solid silver. Sterling silver becomes an heirloom, passed on from one generation to another.

5. Dual uses. The silverware salesman will be able to do a better selling job if he points out that basic silverware pieces have other uses. The butter knife is ideal on a cheese tray or for serving relishes and jellies. The salad fork can be used for fish courses, and the tomato server can be used to serve any food that is hard to balance on a regular serving spoon. The pastry server is also ideal for use with frozen desserts.

6. Price. Show the customer the value she is getting in lasting beauty, in pride of owning quality silverware, the inexpensive ease of care, dual uses and many years of service.

Hollowware is usually purchased by the piece, although it may also be available in sets. Matching pieces to be sold as open stock are also made by the manufacturers. Listed below are some of the popular hollowware items:

1. Candelabra. These are candlesticks with two or more branches.

2. Coffee and tea services. These include a coffee pot, teapot, sugar and creamer, and sometimes a waste bowl and waiter.

3. Compotes. These are short-stemmed and long-stemmed candy and nut bowls.

4. Plates. In various sizes these are used as service plates, salad or dessert plates, bread-and-butter plates, and for cake and cookie service.

5. Salt-and-pepper shakers. Matching salt-and-pepper shakers for individual use or for use in the center of the table are available.

6. Vegetable dishes. These are one of the most popular items in silverware. The covered vegetable dish that has a removable cover that may be turned upside down and also used as a vegetable dish is especially popular.

7. Waiters and trays. Large oblong, round, and square trays are known as waiters. These are used for serving such things as hors d'oeuvres, iced drinks, or for tea and coffee services. Smaller trays are used for bread, sandwiches, pickles and so on.

8. Water pitchers. Tall pitchers to hold water, milk or iced drinks are available. Some have a special rim across the pouring spout called an ice lip. This is useful in pouring the liquid while keeping the ice in the pitcher.

Hollowware has always been treasured for its beauty and its lasting quality. Like flatware, these pieces have other uses. For example, sugar bowls can serve as cigarette containers; water pitchers make impressive cocktail shakers and can also serve as vases; salt and pepper shakers may be used for small flower arrangements on trays and side-tables.

A good salesman always keeps in mind that if he suggests additional merchandise, and thereby discovers something the customer needs or would like to have, he has done her a favor and increased his average salescheck.

In helping his customer select a gift, the salesman should find out the type of person for whom she is buying, find out something about her tastes, anything that may help the salesperson help his customer to select the right gift.

A salesman will, no doubt, find occasion to use these selling phrases:

1. You can be sure this is sterling. See the hallmark stamped on the back.
2. When you choose sterling, you choose the best.
3. Sterling silver doesn't wear out.
4. Hollowware makes a welcome gift for homemakers.
5. Ornate designs don't show scratches.
6. Smooth patterns are easy to polish.
7. Buy the most essential pieces first.
8. Add more place settings from open stock.
9. Let your friends know your pattern.
10. Enjoy your silverware by using it often.
11. Wash silverware promptly to prevent tarnishing by foods.
12. Wash in hot water and rinse thoroughly.
13. Use a fine, non-abrasive polish to remove stains.
14. Polish with a soft cloth.
15. Note how smoothly the tines are finished.[9]

No matter what the age, silver is a pleasure to all of us, so by knowing the important stages and events of life that are customarily commemorated, a salesman can with ease suggest just the right thing for the right person.

---

[9]Harry Q. Packer and Louise S. Hitchcock, Merchandise Information for Successful Selling (New York: Prentice-Hall, Inc., 1949), pp. 163-67.

In general, there are three divisions of life: childhood, school and college and adult. Groups of silverware articles for these various divisions will help one to quickly select appropriate and useful gifts.

The name and reputation of the manufacturer is the customer's best guide to quality sterling. Reputable manufacturers safeguard the prestige of their name in every possible way. The salesperson must know the history of the makers of the silver he sells, follow their advertising and know what they stand for.

Sterling silver is a lifetime gift, a companion forever! Help the customer select the gift which will be a lasting remembrance of the giver and a constant reminder of the source.

CONCLUSION

The value of silver is determined by weight. Least expensive is lightweight sterling. Standard weight is more expensive, stronger and more durable than lightweight.

Sterling is the most durable art form and the most economical purchase that can be made for the home. It grows more beautiful with the passing years, never wears out, and can be passed along as part of a heritage that grows stronger with passing generations. Sterling is always an investment--for a lifetime of gracious living.

The writer hopes that the reader has gained information about sterling silver, not already known, from this manual. Also, that this manual will aid the salesperson who is new or inexperienced in selling silver.

GLOSSARY

1. *alloying* - the combining of two or more metals

2. *buffing* - a process of shining silver by polishing the surface with wheels coated with rouge or pumice stone.

3. *chamois* - a soft, pliant leather prepared from the skin of the chamois and also from the skin of sheep, goat, etc.

4. *chasing* - a decoration done by hand with small tools and punches

5. *cutlery* - knives with a cutting edge, such as serving knives

6. *die* - any of various tools used to impart a desired form to

7. *etching* - a form of chemical engraving. The silver is covered with a protective coating through which a design is cut. The article is then placed in nitric acid, which eats into the exposed parts of the silver, creating the design.

8. *flatware* - describes the eating utensils we use to cut, spear, dip and serve foods. All sizes of knives, forks and spoons belong to the flatware family.

9. *hallmark* - the official stamp placed on a piece of silver to indicate its purity

10. *hand wrought* - an article shaped and decorated from a flat piece of silver by hand

11. *heirloom silver* - is a permanent possession that does not wear out. The more it is used, the more beautiful it becomes. Is passed on from one generation to another.

12. *holloware* - includes all metal pieces for table and decorative use that are not classified as flatware.

13. *impetus* - indicating the origin and intensity of the motion

14. *malleable* - can be rolled to paper thinness

15. *open stock* - a pattern or design which is still being produced

16. *ornate* - highly decorative

17. *oxidizing* - is the process of darkening the outline of a design in silver by use of a chemical

18. *patina* - that soft, lustrous finish that comes naturally to solid silver over the years of use and good care

19. *pewter* - is a soft alloy containing tin, antimony, and copper which is used for ornaments and hollowware items

20. *piercing* - a form of decoration produced by cutting away parts of the metal with a cutting tool

21. *prodigious* - extraordinary in bulk, quantity or degree

22. *rouge* - an iron oxide which serves to polish silver

23. *sensuous* - highly susceptible to influence through the senses

24. *silversmithing* - a craft of working on silver

25. *solder* - to unite securely

26. *tarnish* - to lose lustre; become dull

27. *tine* - a tooth or spike, as of a fork

QUESTIONS AND ANSWERS

1. *What is sterling?* Sterling is a metal consisting of 925 parts pure or fine silver to 75 parts alloy (usually copper to toughen and harden it). It is generally referred to as "925 fine," and its composition is fixed by law.

2. *What strong sales points influence the purchase of sterling by one's customer?* Prestige and beauty--in addition to service are influential sales points. A customer will prefer sterling for the same reason that she prefers the finest of anything--the satisfaction of owning the best. Sterling is a tradition in many families.

3. *What good rules can a salesman lay down to help his customer choose the patterns or pattern she likes in her silverware?* The best pattern for a given customer is the pattern she likes best. It is a matter of choice. In quality silver all patterns are good art and in good taste.

4. *What is tarnish? How can it be prevented?* It is a brown discoloration that leaves a stained appearance. The best way of preventing tarnish in silver is to use it every day, wash it as soon as possible after use and polish occasionally.

5. *How can tarnish be removed from silver?* It can be rubbed off with any good silver polish and a soft cloth.

6. *Is hollowware important as a silver item?* Yes, it is important.

7. *What are some practical ways of bringing hollowware to the customer's attention?*

    1. Tell the customer about it when she buys flatware. Show her matching patterns in hollowware, such as staple serving pieces and coffee sets.
    2. Display it in connection with flatware--particularly in table settings.
    3. Suggest it for a gift.

8. *Can small department space be used for silver displays?* Yes, silver lends itself to effective displays in small department spaces.

9. *When a customer buys silverware, what are the primary factors she has in mind? How should the salesperson treat them?* The customer's requirements usually are: beauty, quality and service--all measured in terms of price, of course. These requirements should be the guiding principals of every sale.

10. *What is patina?* The finish or surface texture. As applied to silver, it refers to the soft lustrous finish the metal acquires only with years of usage.

11. *What are the advantages of purchasing a complete set of silverware? Individual place settings?* The advantages of purchasing a complete service are: it is less expensive than purchasing individual place settings and service pieces. Sets usually come in handsome chests.

In many instances, the chest is constructed to keep tarnishing to a minimum when the service is in storage. The advantages of purchasing place settings are that the initial investment is small. Additional place settings of the same design can be purchased at any future time.

12. *List alternate uses of each of the following: (a) butter spreader, (b) salad fork, (c) tomato server, (d) lemon fork, (e) sugar bowl?* Alternate uses are: (a) The butter knife is ideal on a cheese tray or for serving relishes and jellies. (b) The salad fork can be used for fish courses. (c) The tomato server can be used to serve any food that is hard to balance on a regular serving spoon. (d) The lemon fork can be used to serve butter pats and also on a relish tray. (e) Sugar bowls can serve as cigarette containers.

13. *Where does our main supply of silver come from?* Most of the world's supply of silver comes from Mexico and the United States. Canada, Peru and Australia are the other important silver-producing countries.

14. *What are the two basic factors that determine the price of silverware articles?* It depends on how much silver is used and how detailed and intricate the workmanship on the ware is.

15. *What determines the quality of sterling silver? Why do some sterling articles dent?* The durability of sterling depends on the thickness of the article. Some dent because of the thinness of the article.

16. *What is meant by a place setting? Open stock?* A place setting consists of six pieces: a dessert-size knife and fork, teaspoon, cream-soup spoon, salad fork, butter spreader. Open stock means the serving pieces may be purchased at any time.

17. *What is Flat Silver?* The trade name for knives, forks and spoons, etc. They are far from flat. Their shapliness and variations in convexity and concavity for ease and convenience distinguish them, determine their use.

18. *What is Hollowware?* The trade name applied to dishes, plates, bowls, pitchers, salt shakers, candlesticks, tea sets, trays and all other hollow articles as distinguished from "Flat Silver."

19. *What is a weighted base in sterling hollowware?* The bottom of the item is made in a hollow shell-like form and filled with cement or pitch. This makes the article much heavier and also gives it a sturdy base.

20. *What determines the price of sterling hollowware?* The price depends on the thickness of the sterling used, the size of the article, the workmanship and type of ornamentation.

22. *What is a Hallmark?* The official mark of the Goldsmiths' Company or other assay office or "Hall" in England. It is stamped on gold or silver articles to indicate their purity. In America the hallmark is the word "sterling" accompanied by the name or mark of a reputable manufacturer.

23. *How should the salesperson advise a customer to care for silver not in use?* Silver that is not being used except for special occasions should be packed away in felt bags or tarnish-resistant chests.

BIBLIOGRAPHY

All About Sterling. Newburyport, Massachusetts: Towle Silversmiths, 1955.

Fact Sheet on Sterling Silver. Oneida, New York: Oneida Ltd. Silversmiths.

Fashions in Dining. Chicago: Sears, Roebuck and Company.

For Gracious Living. Newburyport, Massachusetts: Towle Sterling Silversmiths.

The History and Romance of Silver. (Mimeographed)

Levy, Leon, et al. Nontextiles. New York: Pitman Publishing Company, 1968.

Logan, William B. and Helen M. Moon. Facts About Merchandise. Englewood Cliffs: Prentice-Hall, Inc., 1962.

Salient Points for Selling Manchester Sterling. Providence, Rhode Island: Manchester Silver Company.

Selling Silver. New York: Hearst Magazines, Inc., 1939.

The Story of Sterling Silver. New York: Jewelry Industry Council.

Tableware for Today's Living. Oneida, New York: Oneida Ltd. Silversmiths.

Wingate, Isabel B., et al. Know Your Merchandise. New York: McGraw-Hill Book Company, 1964.